

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: GOULD, Alan D.	Docket No.: 50442.010200
	Confirmation No.: 9535
Serial No.: 09/917,792	Art Unit: 3622
Filing Date: July 31, 2001	Examiner: ALVAREZ, Raquel
Title: COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING	

RESPONSE UNDER 37 CFR §1.111

Commissioner for Patents
P.O. Box 1450
Mail Stop Amendment
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action in the referenced application, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.